

Abstract

Thesis „Baobab Publishing Company – publishing company’s profile, its media image and place on the Czech book market“ deals with an alternative publishing house specializing in child readers. Baobab has been on the market for ten years. In my work, I will present its past functioning and contribution to Czech readers during this period.

The thesis describes the formation and evolution of publishing company, its profile, vision and direction. It gives an account of its editing programs and special events organized by the company. Space is dedicated to awards which Baobab has collected in the Czech Republic and abroad, as well as to the current issue of VAT increase. It may have a big impact on the Czech book market and on small publishers in particular.

Furthermore, the work concentrates on the media image of the publishing company. The analysis is based on newspaper articles in Czech periodicals and evaluates how often and to what extent is media engaged in publishing activities.

I also discusses the problem of the lack of journalists who would be continuously reporting on children's books, and would be able to evaluate them professionally.

Another issue is the status of Baobab on the book-publishing market. The work describes its position not just among their peer producers of children's literature in the Czech Republic, but also their status compared to larger publishing houses, such as Albatros and Mladá fronta.